



250 COMMITTEE MERCHANTISE & PUBLICITY MINUTES

Friday, May 10, 2024, 10:00 AM

Acton Town Hall, Room 9

The meeting of the Acton 250 Committee Merchandise & Publicity Agenda came to order at 10:00 AM. Chair Mike Gowing presiding.

Members Present: Dean Charter, Stephen Trimble, Mike Gowing, Suzanne Peterman

Members Absent: None

Visitors: John MacKinnon

I. Regular Business

- a. Residents' concerns

None Raised.

- b. Approve Minutes from Prior Meeting

Minutes from March were not sent out in time, and these will be approved at the next meeting.

II. New/Special Business

a. Merchandising Sales Update

- i. The store officially launched at the Minuteman Annual Dinner on 03/30.
- ii. To accommodate orders that might come in after the 4/2 speaker, MacKinnon's felt they could deliver items ordered by Friday, April 5th.
- iii. Additional invoices were sent to the Town Manager for the shot glass.
- iv. The initial coffee mug was out of stock, so a new 15 oz mug took its place. The pricing will be adjusted up by \$1 shortly to adjust the increased unit cost. MacKinnon's took a loss on the recent orders.

b. Publicity Update

- i. Steve & Dean attended the Intermunicipal 250 Meeting in Concord as "guests". Steve presented a short set of slides and the Company Store. Acton is not considered part of this group, which includes Arlington, Lincoln, Lexington and Concord.
- ii. Steve and Sue jointly posted the May speaker events now that the workflow is standardized so that Sue will know how to update the various media outlets and email lists. Steve will continue to update this publicity spreadsheet with new outlet update instructions as Sue works through her assignments.
- iii. Sue continues handling the Action Unlimited.
- iv. Steve worked with John M. to get better timeliness on our town webpage.

c. Update on shirts for Acton 250 members

- i. Sue, John and Steve are working through what appeared to be an order issue. Once this settles, we will likely have two shirts extra.
- ii. Steve is still owed money for several shirts.

d. Update on beer/ale production and rollout

- i. Rapscallions pulled out and after an initial inquiry with True West, Steve and Dean are raising this with Dirigible Brewing in Littleton.

e. New items

- i. none

Administrative Matters and updates

- f. Calendar Look Ahead**
- g. Next Meetings**

The team continues to keep this on an “as needed basis”.

Additional materials can be found here: <https://acton-ma.gov/763/Acton-250-Committee>

The listed agenda items were those reasonably anticipated by the Chair. Not all items may in fact be discussed and other items not listed may also be brought up for discussion to the extent permitted by law. Reasonable accommodation for people with disabilities is available upon request. Please include a description of the accommodation you will need, including as much detail as you can and include a means to contact you if we need more information. Please allow advance notice. Send an e-mail to: Acton250@actonma.gov.